



Serial No.: 10/609,008
Title: Capturing and Presenting Site Visitation
Path Data
Inventor: Brett Error and John Pestana
Atty. Docket No.: 32021-08054
Sheet 1 of 18

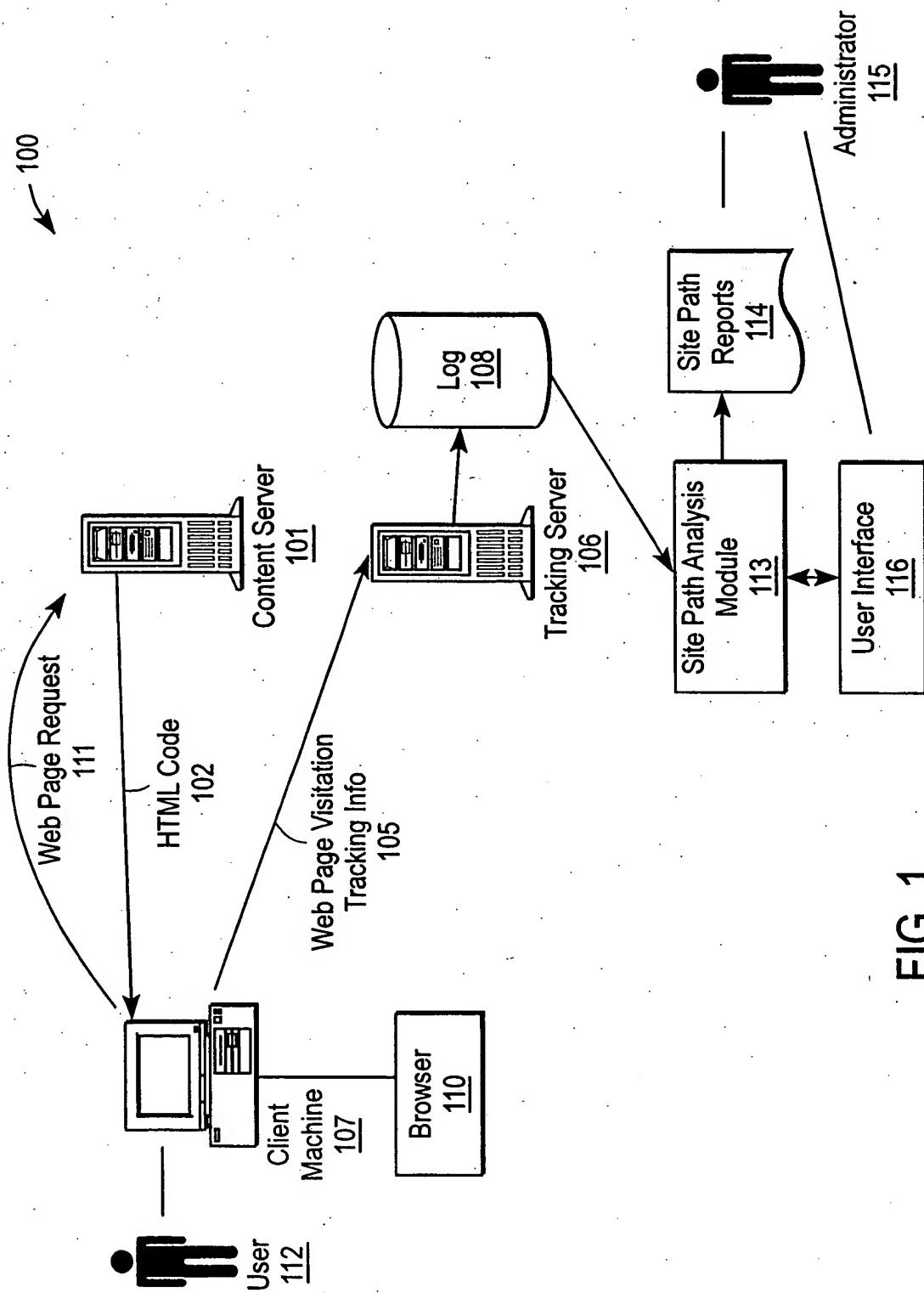


FIG. 1

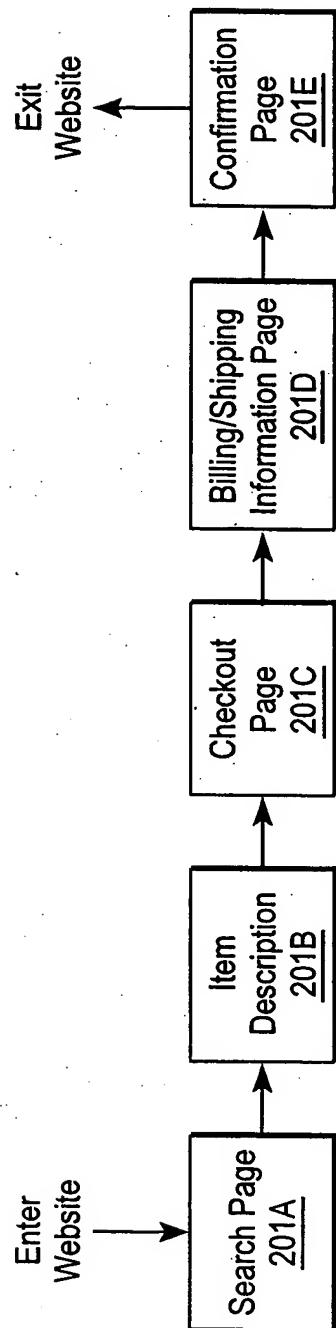


FIG. 2

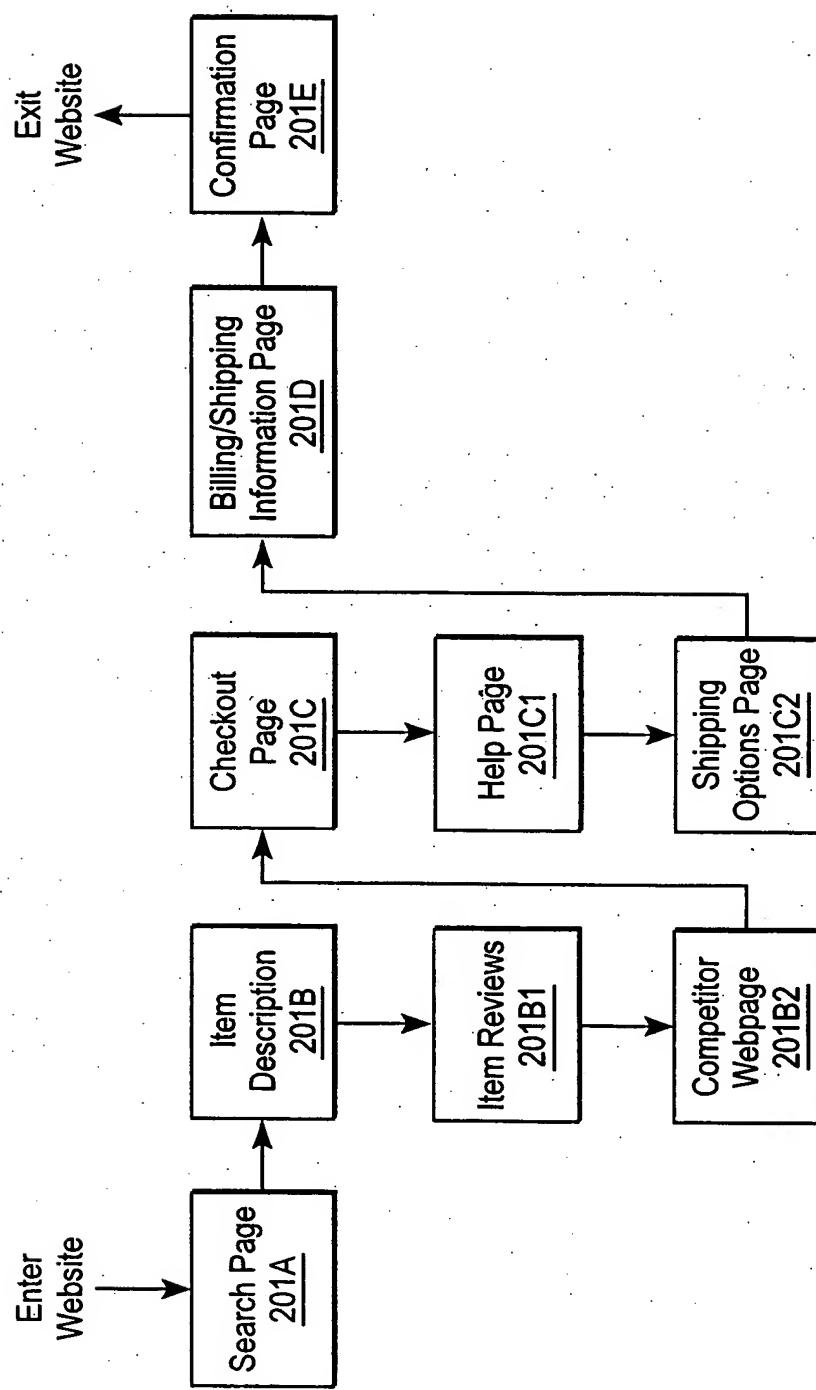


FIG. 3

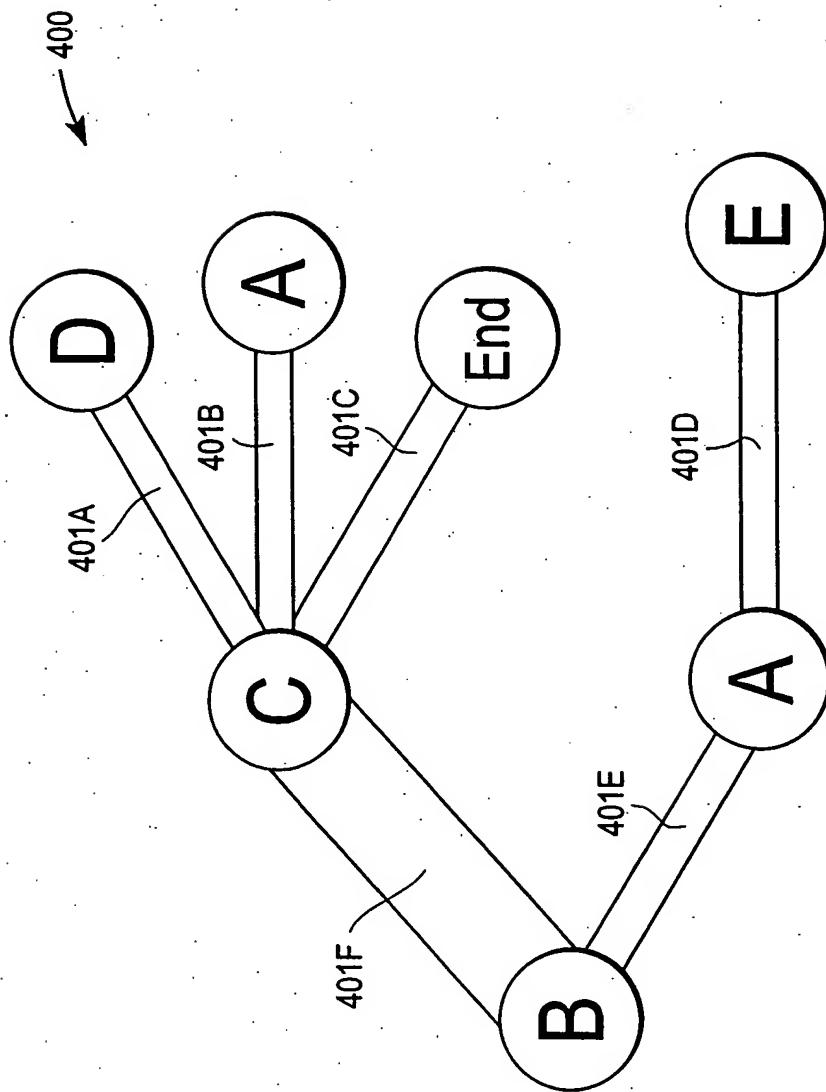
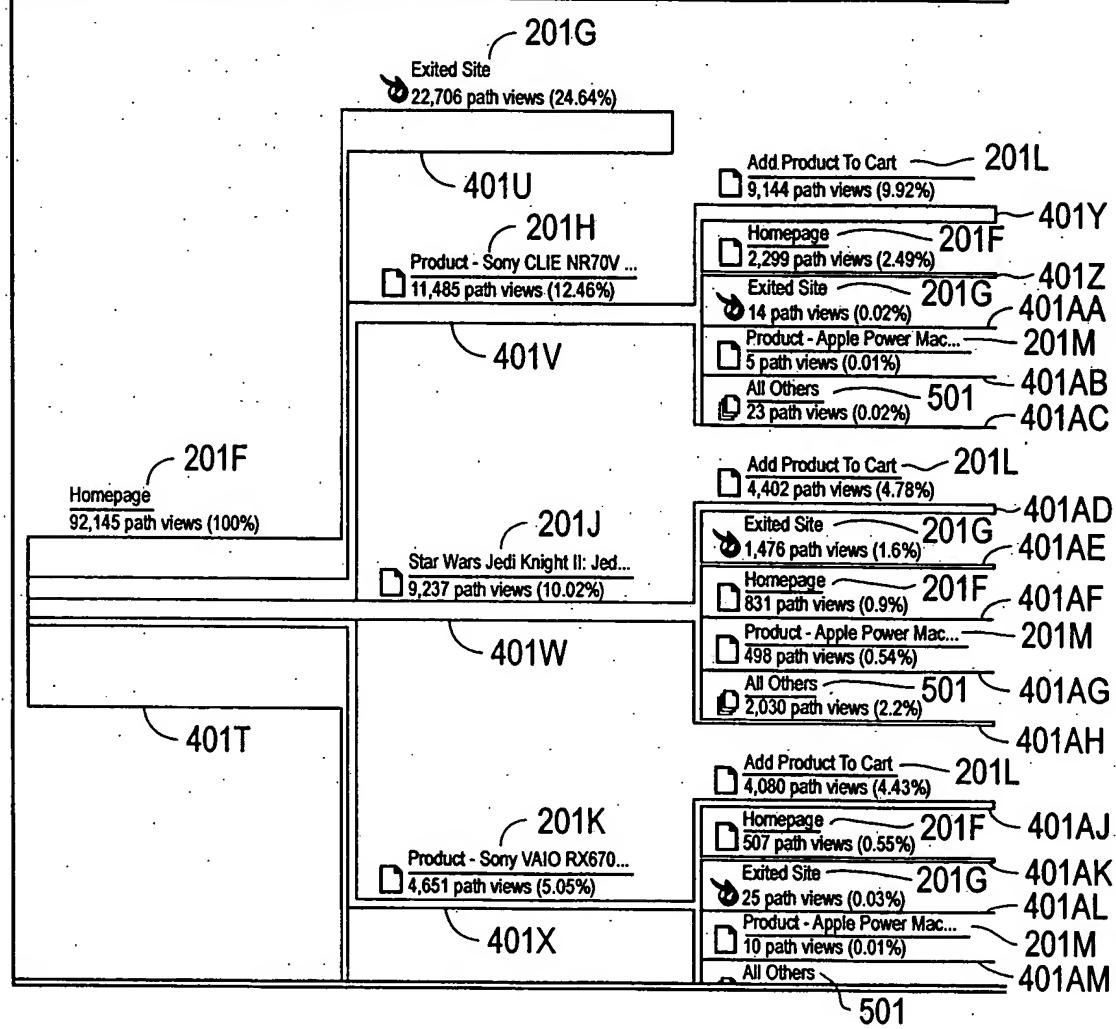
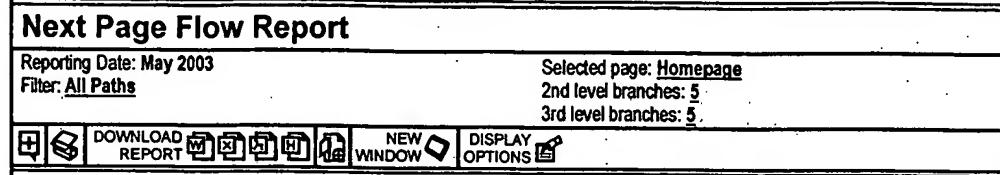


FIG. 4



500

FIG. 5

Next Page Flow Report

Reporting Date: May 2003
Filter: All Paths

Selected page: Homepage
2nd level branches: 5
3rd level branches: 5

DOWNLOAD REPORT NEW WINDOW DISPLAY OPTIONS

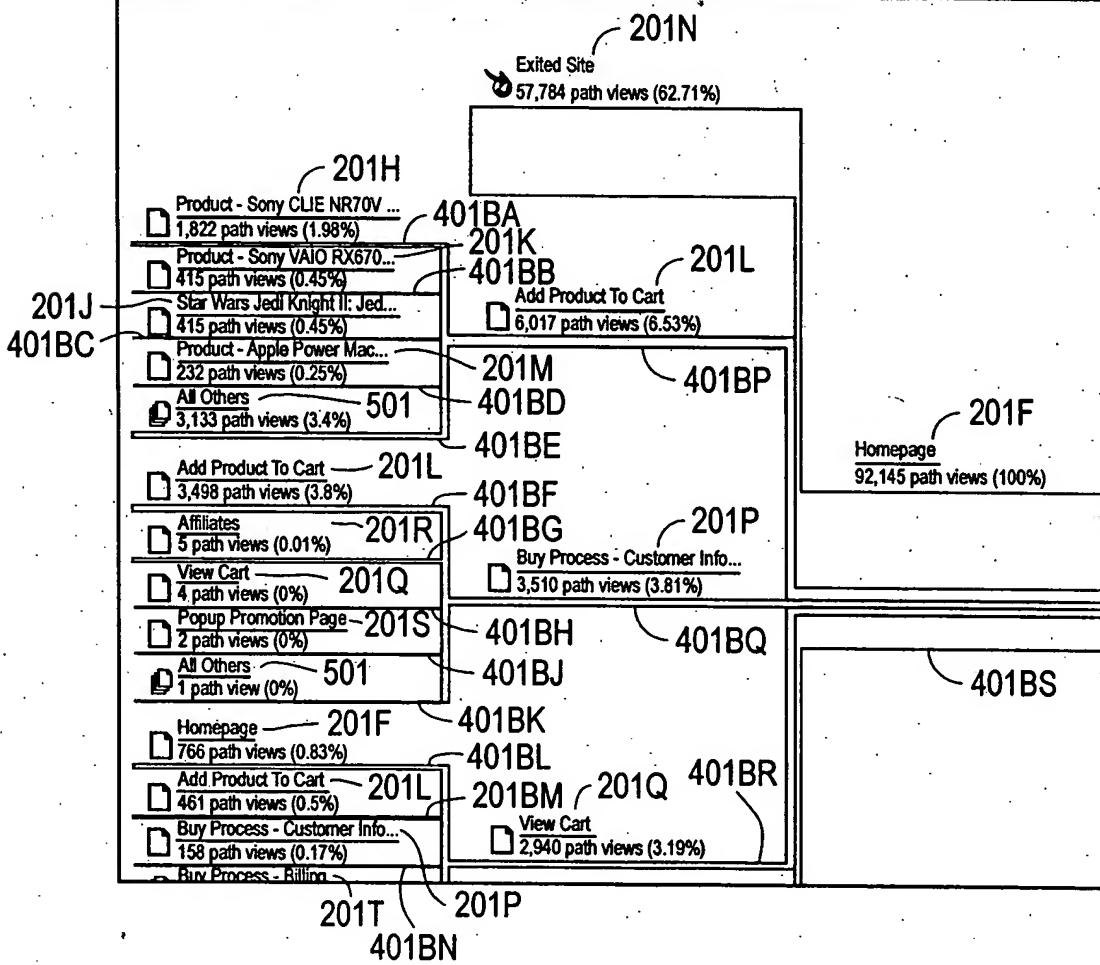


FIG. 6

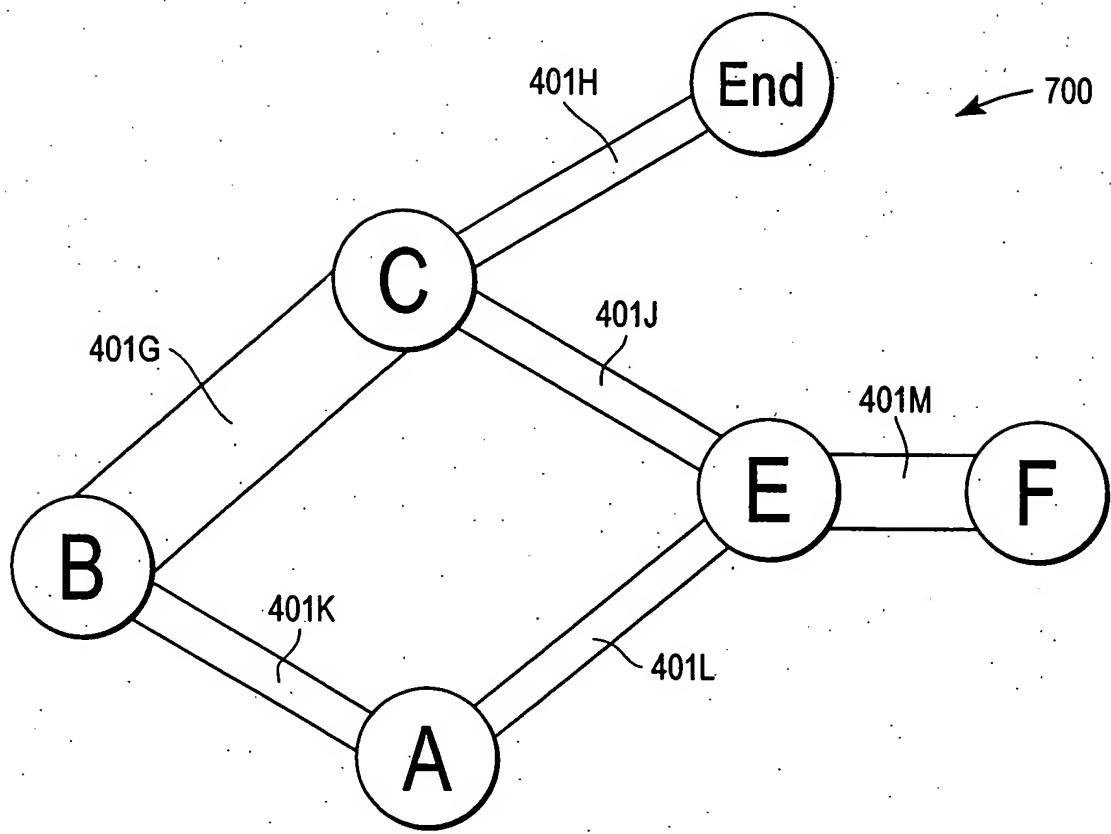


FIG. 7

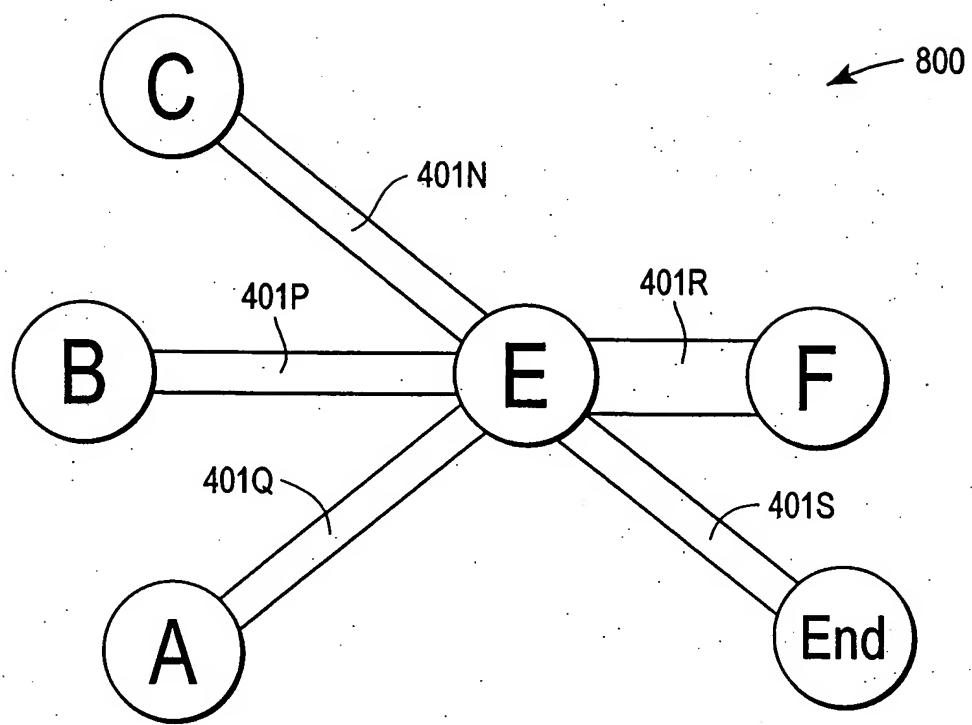


FIG. 8

900

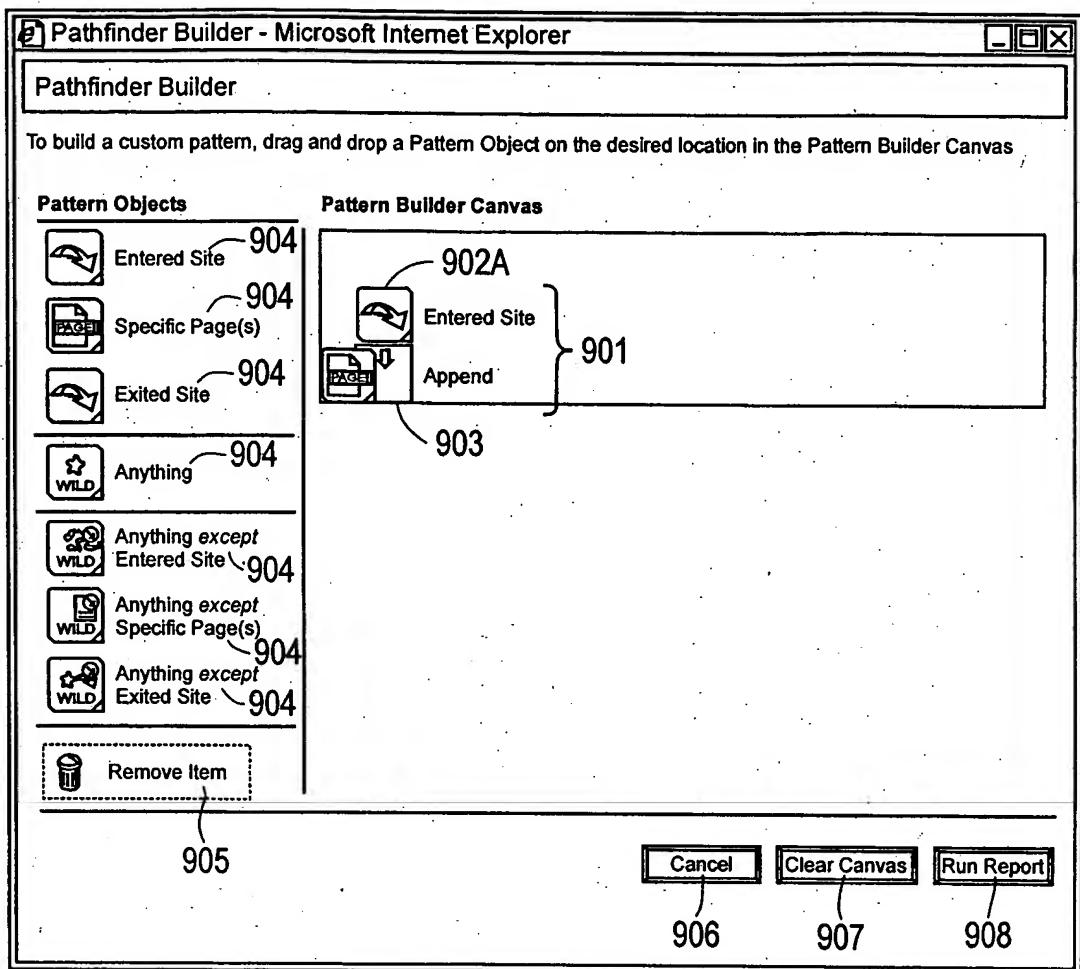


FIG. 9A

900

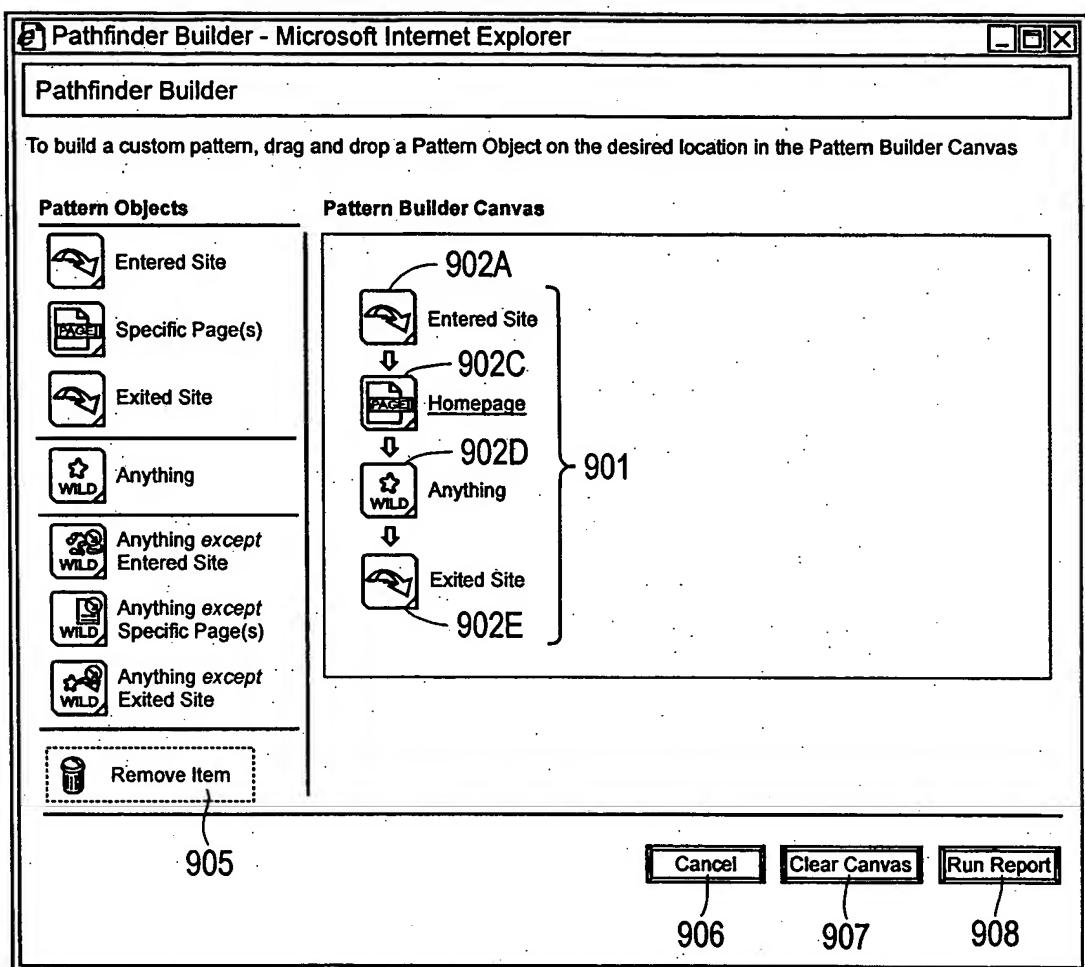


FIG. 9B

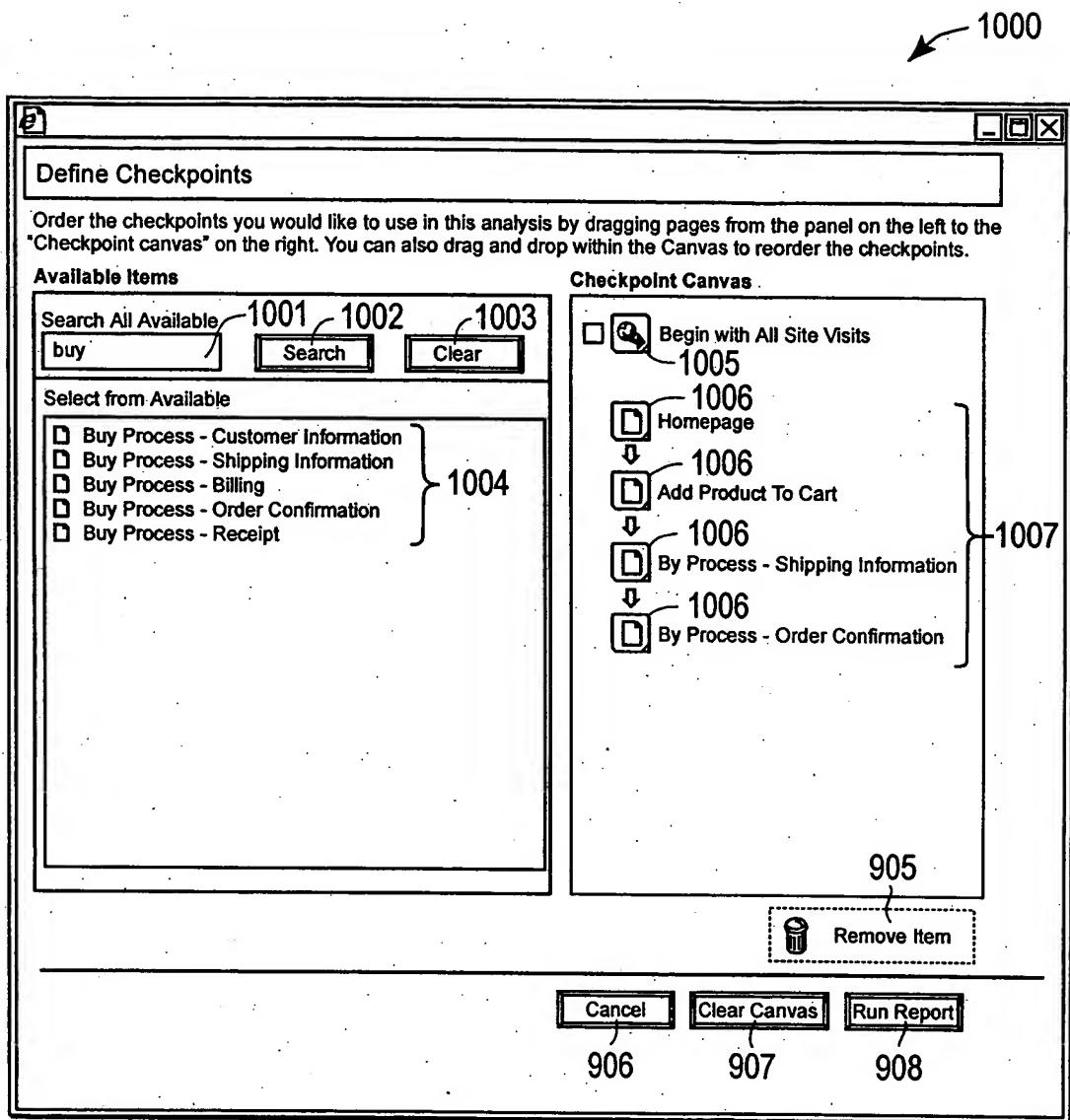


FIG. 10

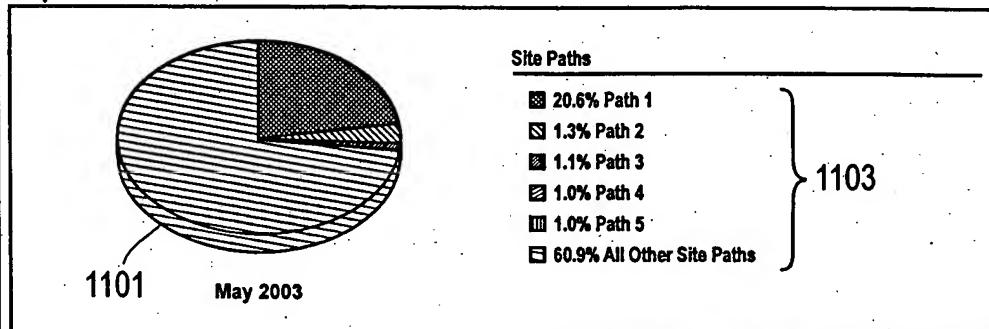
Full Paths Report

Reporting Date: May 2003

Selected page: Any Page
 Showing Paths containing: Homepage } 1104
 Path Length: All Lengths



Graph



Graph Generated by SiteCatalyst at 12:06 AM WEDT, 4 Jun 2003

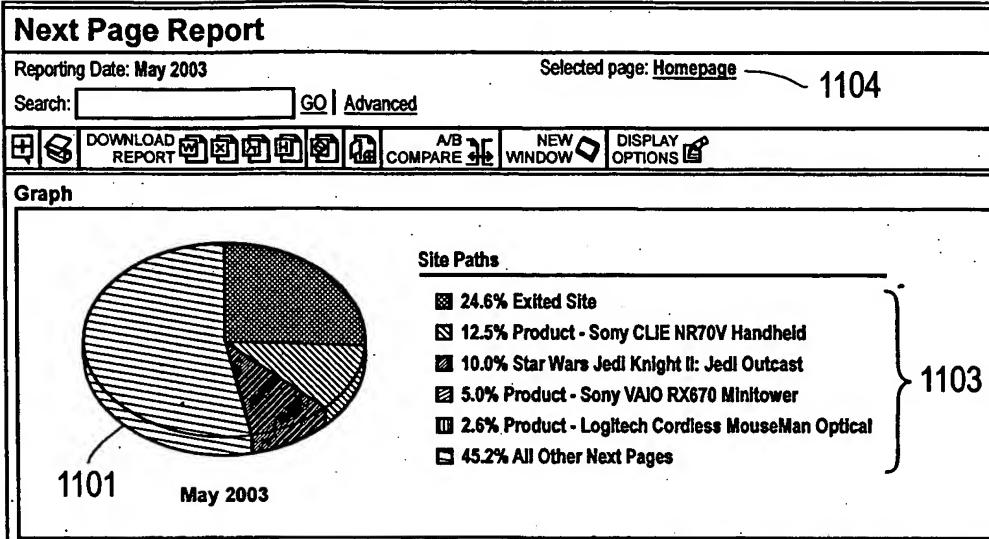
Details

Site Path	Visits	Search %	%
1. → Entered Site ↳ Homepage ↳ Exited Site	15,207	24.0%	20.6%
2. → Entered Site ↳ Homepage ↳ Star Wars Jedi Knight II: Jedi Outcast ↳ Exited Site	990	1.6%	1.3%
3. → Entered Site ↳ Homepage ↳ Product - Sony CLIE NR70V Handheld ↳ Add Product To Cart ↳ Buy Process - Customer Information ↳ Buy Process - Shipping Information → Exited Site	840	1.3%	1.1%
4. → Entered Site ↳ Homepage ↳ Star Wars Jedi Knight II: Jedi Outcast ↳ Add Product To Cart → Exited Site	742	1.2%	1.0%

1102

1100 →

FIG. 11



Details

Next Page	Instances	%
1. Exited Site	22,706	24.6%
2. Product - Sony CLIE NR70V Handheld	11,485	12.5%
3. Star Wars Jedi Knight II: Jedi Outcast	9,237	10.0%
4. Product - Sony VAIO RX670 Minitower	4,651	5.0%
5. Product - Logitech Cordless MouseMan Optical	2,379	2.6%
6. Dungeon Siege with T-shirt	2,021	2.2%
7. Product - Microsoft Wheel Mouse Optical	1,891	2.1%
8. Product - Belkin CCD Jewel cases (10 Pack)	1,880	2.0%
9. Product - Fellowes Neato CD/DVD labeler Kit	1,765	1.9%
10. Product - Logitech WingMan Formula Force Feedback GP Racing Wheel	1,468	1.6%
11. Palm, Inc. Palm m515 Handheld	1,267	1.4%
12. Medal of Honor Frontline by Electronic Arts	1,249	1.4%
13. Popup Promotion Page	1,199	1.3%
14. Flighty Simulator 2002 by Microsoft	1,192	1.3%
15. Affiliates	1,110	1.2%
16. View Carts	1,063	1.2%
17. Fuji FinePix Digital Still Camera 1300	1,055	1.1%
18. Command & Conquer: Renegade by Electronic Arts	1,022	1.1%

1102

1200

FIG. 12

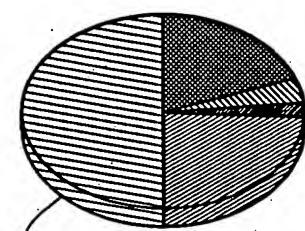
PathFinder Report

Reporting Date: May 2003 — 1301

Filter Options: Edit Filter — 1302

DOWNLOAD REPORT NEW WINDOW DISPLAY OPTIONS

Graph



1101 May 2003

Site Paths

- 16.4% Path 1
- 3.9% Path 2
- 3.7% Path 3
- 3.2% Path 4
- 3.1% Path 5
- 69.6% All Other Site Paths

} 1103

Graph Generated by SiteCatalyst at 12:08 AM WEDT, 4 Jun 2003

Details

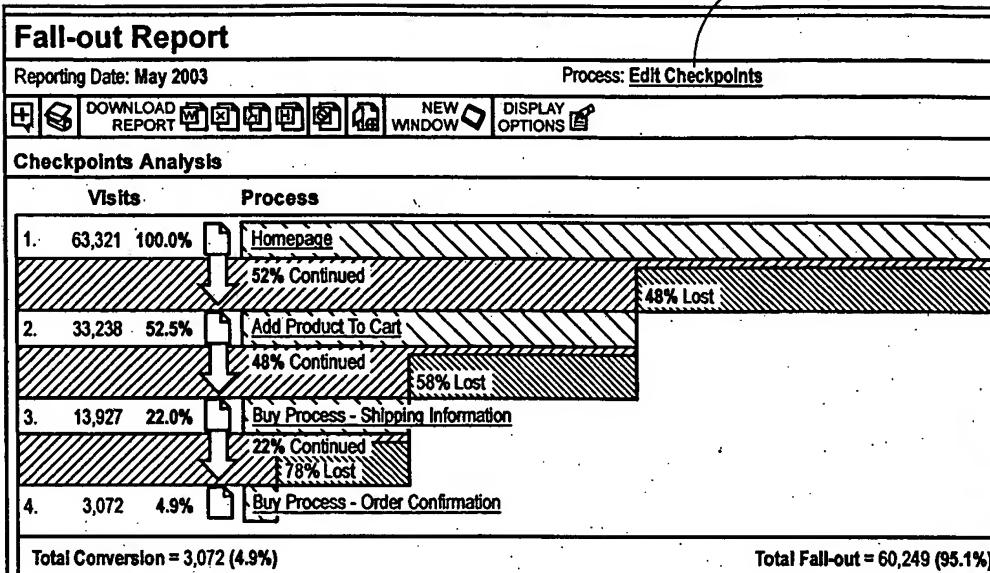
	Site Path	Path Views	%
1.	Entered Site Homepage Star Wars Jedi Knight II: Jedi Outcast Exited Site	990	16.4%
2.	Entered Site Homepage Product - Logitech Cordless MouseMan Optical Exited Site	237	3.9%
3.	Entered Site Homepage Dungeon Siege with T-shirt Exited Site	223	3.7%
4.	Entered Site Homepage Product - Microsoft Wheel Mouse Optical Exited Site	195	3.2%
5.	Entered Site Homepage Product	189	3.1%

} 1102

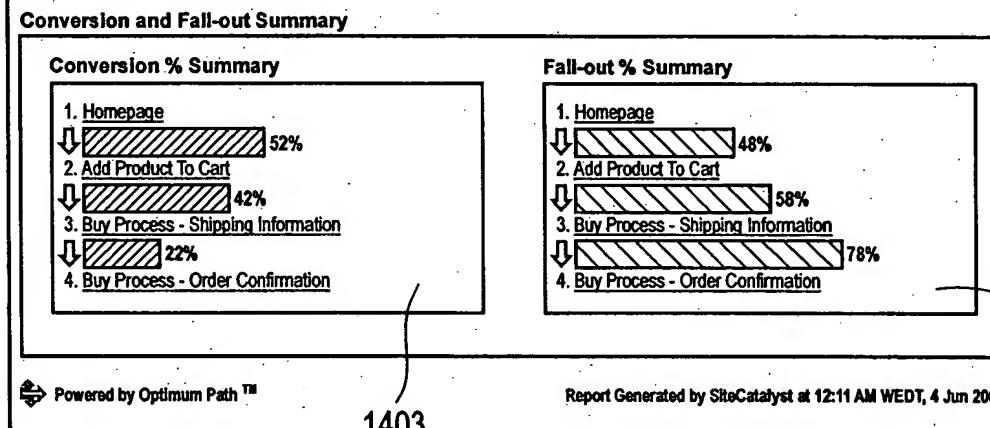
1300 →

FIG. 13

1401



1402



1404

1403

1400

FIG. 14A

1401

Fall-out Report

Reporting Date: May 2003 Process: Edit Checkpoints

Checkpoints Analysis

Visits	Process	1405	1409
1. 63,321 100.0%	Home	52%	48% Lost
2. 33,238 52.5%	Add	48%	1408
3. 13,927 22.0%	Buy	22%	1408 1407 1408
4. 3,072 4.9%	Buy Process - Order Confirmation	1406	1408 1408 1408 1408

Total Conversion = 3,072 (4.9%) Total Fall-out = 60,249 (95.1%)

1402

Conversion and Fall-out Summary

Conversion % Summary

1. Homepage
2. Add Product To Cart
3. Buy Process - Shipping Information
4. Buy Process - Order Confirmation

52%
42%
22%

Fall-out % Summary

1. Homepage
2. Add Product To Cart
3. Buy Process - Shipping Information
4. Buy Process - Order Confirmation

48%
58%
78%

1404

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1403

Report Generated by SiteCatalyst at 12:11 AM WEDT, 4 Jun 2003

1400

FIG. 14B

Page Summary Report

Reporting Date: May 2003 Selected Page: Homepage



Navigation

Referrers, Search Engines and Bookmarked/Typed	62.71%	24.64%
Previous Page	%	
Add Product To Cart	6.5%	
Buy Process - Customer Inform...	3.8%	
View Cart	3.2%	
Popup Promotion page	3.0%	
All other previous pages	20.7%	

Exits	
Next Page	%
Product - Sony CLIE NR70V Ha...	12.5%
Star Wars Jedi Knight II: Jedi O...	10.0%
Product - Sony VAIO RX670 M...	5.0%
Product - Logitech Cordless Mo...	2.6%
All other next pages	45.3%

Graph

Page Views

May 2003

Selected Month 4 weeks prior 52 weeks prior

Graph Generated by SiteCatalyst at 12:11 AM WEDT, 4 Jun 2003

Page Metrics

1. Total Page Views during this reporting period	99,138 page Views
2. Percentage of all page views	27.9%
3. Visits where this was an Entry Page	57,784 Visits
4. Visits where this was an Exit Page	22,706 Visits

1500

FIG. 15

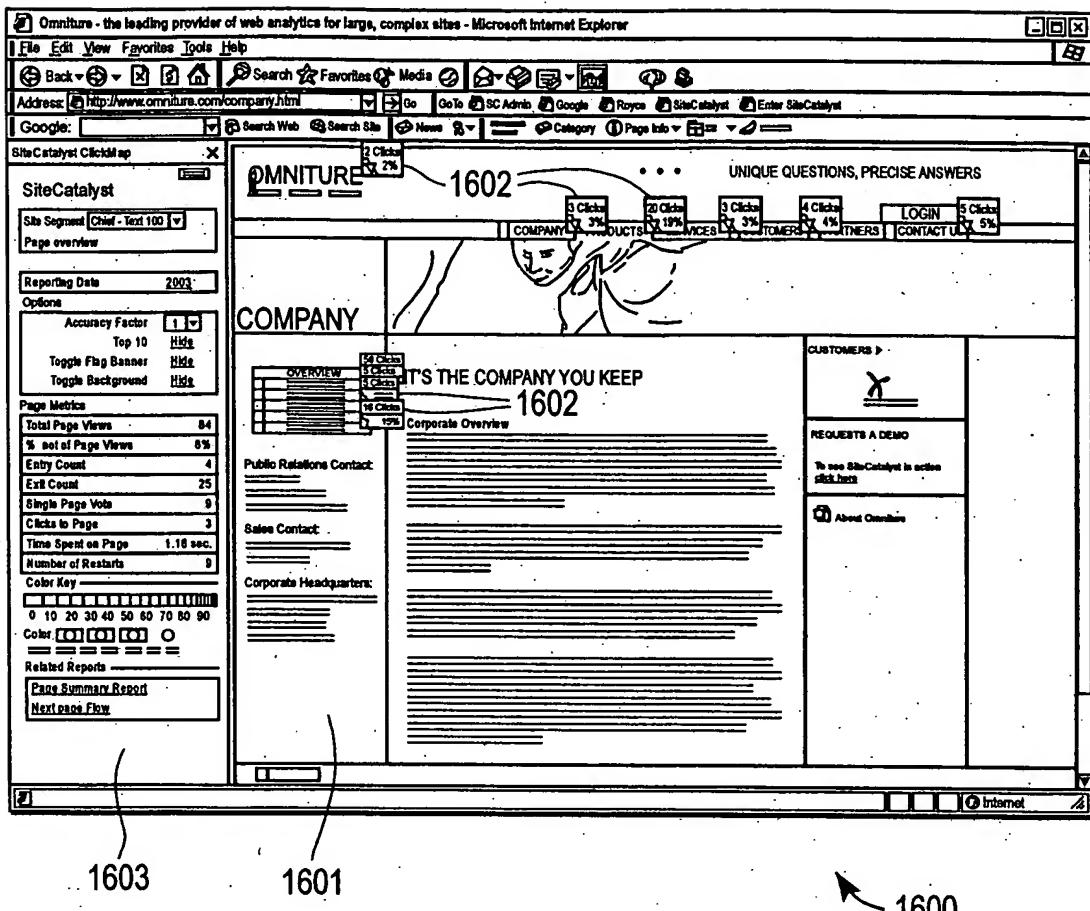


FIG. 16